WADCO NEWS

WHITING & DAVIS CO. — THE HOME OF MESH BAGS

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Showers

Miss Louise King (Mrs. Joseph McKeon to be) was tendered a miscellaneous shower on Friday evening, November 18th, in the restaurant, where Mr. Olsen served a buffet luneh to a gathering of over forty of her her friends. The tables were decorated with pink and white crepe paper and favors. Miss King was marehed under a pink and white areh and showered with confetti from a large paper bell. After the lunch a mock wedding ceremony was performed under the bridal arch with Mamie Heckman as bride, Blanehe Alix as groom. Marion Bialas as bridesmaid, Ruby Burton as best man, Marguerite McGerry as the mother of the bride, and Florence Austin and Doris Simmons as flower girls. Ethel Andersen acted as minister and united the couple in unlawful marriage and also made other announcements. Miss King was the recipient of a large number of very beautiful and useful gifts from all of the girls. Music was furnished by a Victrola and games were played, so the evening was spent very pleasantly.

Louise, accept our sincere wishes for a very sunny life after the showers are over.

Influencing the Xmas Purchaser

For the first time in the history of the industry, Mesh Bags will be advertised *generally* and extensively as desirable and appropriate holiday gifts. Individual manufacturers have advertised their products in a limited way but the December national magazines carrying the Whiting & Davis Mesh Bag advertising reach a combined market of 7,720,000 persons. And if we figure, as it is customary in considering magazine circulation, that each publication is read by at least three persons, we get the staggering total of 22,160,000 pairs of eyes which will in all likelihood see the December Whiting & Davis advertisement in the Ladies' Home Journal, Harper's Bazar, Vogue, Fashion Art, Theatre Magazine Cosmopolitan and Town Topics. Of course thousands of these readers are not even potential purchasers of Whiting & Davis Mesh Bags. But advertising like electricity, often performs — and *produces*—in strange ways. The person who is *not* a purchaser often suggests to one who *is;* and sales many times with seemingly no advertising connection have been traced to a long-forgotten ad. The Whiting & Davis Company is no longer a manufacturer but partially known to the general public. The white hot light of national publicity — the spot-light of national attention—is shining brightly on us. So let's all remember that we have to make good the promises which that publicity publishes. Let each one of us see that his part of the work lives up both to our quality traditions and our future hopes.

Wadco News

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by Employees of Whiting & Davis Co.
Plainville, Mass.

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Erwin Sylvia	Tool Dept.
Frank Brown	Bench Dept.

COMMERCIAL PRESS-PRINTERS

1921—ARMISTICE DAY—1921

Our factory closed Friday and Saturday this year with the exception of one or two departments. Once again it brought to mind that memorable day three years ago when whistles blew and bells were rung to mark the cessation of war.

"Armistice Day" this November 11th, has been a wonderful period in our Country's History when men's minds have turned from war to peace.

Thousands have seen the burial of "The Unknown Soldier" at Arlington Cemetery in Virginia, and other millions have read of the homage done at the bier by people of all walks of life. It has so happened at this time that gathered together in Washington is a delegation of men representing the great nations of the world, called together by invitation to their various governments by President Harding for the purpose of Disarmament. This day their first meeting took place. Secretary Hughes, on behalf of the United States, launched a veritable thunderbolt which we believe is destined to be heard through the ages, when he called for a naval holiday of ten years and the scrapping of all fighting ships now building.

GOOD LUCK FOLLOWS:

1. Thrift. Dead-in-earnestness. Downright hard work.
2. The cheerful mind, the pleasing personality, the accommodating, genial nature.
3. The fellow who is willing to pay the price for the realization of his dreams who isn't looking for success bargains, short cuts to his goal.

Alphia is going to christen that new stove when the brew is right.

YOUR SALESMAN

When the trains pulls you in and you grab your grip,
And the hackman is there with his old frayed-out whip,
And you call on your man and you try to be gay,
And all that you get "Nothing doing today,"
Then you're a *Peddler!*
By gad, you're a Peddler.
When you get into town and you call on your man,
You ask, can he see you; and he says "Sure you can;"
And you size up his stock and he helps you in the count,
And then tells you to send "The usual amount"—
Then you're an *order taker!*
By gad, you're an Order Taker.
When you travel along and everything's fine,
And you do not get up until half after nine,
Then you see each concern and talk of conditions,
And you write it all home with many additions—
Then you're a *Traveling Man!*
By gad, you're a Traveling Man.
When you call on the trade and they're grump and sore,
And swear they want nothing and will buy nothing more,
But you smile and you talk and you get them all right,
And send in their orders just the same every night—
Then you're a *Salesman!*
By gad, you're a Salesman.

THE BURDEN OF TAXES

People are commencing to realize as never before the vast amount of money set aside every year to cover expenses of warlike nature, past present and future, which is taken from taxes gathered throughout the land. This sum amounts to approximately 93 per cent. of the income of the government and shows only too clearly that this country, in company with other great nations, is headed in the wrong direction. President Harding's clarion call for disarmament is sure to merit the heartfelt thanks of not only our own people, but of those across the sea who have suffered the ravages of war and who see in the representative gathering in Washington the means for the elimination of the greater part of our burdensome taxation and the bestowing of peace on earth.

The following article may be of interest to Wadco readers. It was printed in a recent issue of "The Woman's Wear Magazine" and shows that mesh bags, especially Whiting & Davis ones have really become a necessity.

Lawrence Cook.

NEW MESH BAGS

Mesh bags are like pearls and diamonds; they never really go out of fashion. A period of large, utility bags may come in and for a time eclipse the little aristocrat, but the fastidious woman is sure to have, or wish she had, an exquisite little mesh purse to carry on special occasions when she has donned her best, and lays aside her utility bag for some ordinary occasions.

One always finds mesh bags in high class stores, and there is always more or less demand for them, no matter what the season, but they are particularly apropos for holiday trade, when many a gift-giver, in search of just the right thing, will acclaim them with joy.

The new lines are very attractive, being made of gold and silver meshes with chain handle and some have the additional touch of lace work around the edge.

Mr. Frank Whiting, Chicago representative of the factory, who is on here for a visit, when asked about trade in the Middle West stated the jobber was doing business and things were looking brighter. He felt that we in our line this Thanksgiving could really be thankful for the business done this year, especially so when one considered the condition of the jewelry trade in general. With our advertising campaign in full swing and a fighting determination to make sales, the future will be up to the standard and that means work for those here in the factory.

IS THERE ONE IN YOURS?

Another thing that causes a chicken to cross the road is a show-window with a good mirror in it.

Opportunity means nothing to the man who lacks brains, energy and nerve.

Well, here's another: Someone would like to know why Laura Berry and Elsie Proal came into the dance so late.

I'LL DO ALL I CAN! WILL YOU?

Factory Hospital

NURSE AGAIN ON JOB

Miss Cote, our shop nurse, has recovered from her recent illness and operation. Everyone is glad to see her again on the job after an absence of 10 weeks and wish her the best of luck for the future. Miss Ruby Barton took up the nurses duties while Miss Cote was away and carried on the work most creditably.

DIES

Of all tools used in connection with the manufacturing of jewelry there are none that receive as severe punishment, as embossing dies are subject to. On passing through the stamping department, one hardly gives it a second thought, as to the important part these unseemly blocks of steel play, toward the finished product.

Without them, precise duplication would be impossible. These silent little "Slaves of Production", must be heat-treated to an exact degree of hardness, to withstand the continuous terrific blows of the drop-hammer, which, if the dies are too soft, will in a short time cause them to spread or to distort the pattern that it will lose its distinctness and true contour. If the dies are too hard, they will either flake, chip out, or crack, which is equally as disastrous as being too soft.

Therefore, the heat-treatment of dies is a very important factor, one that necessitates great skill and care, or many hours work may be forfeited in a very few minutes.

LET'S GO

We'll get no satisfaction
By looking sour and blue,
Let's clear the decks for action,
Let's see what we can do;
Instead of merely yearning
For trade again to grow,
Let's start the wheels to turning
Let's go!
Things won't get "back to normal"
Until we show some life
Stop making gestures formal
And jump into the strife.
Come, can the wails unhappy,
Forget your tale of woe
Buck up and make it snappy.
Let's go!

The Three Sweetest Words

There are three words, the sweetest words,
In all of human speech—
More sweet than are all songs of birds
Or pages poets preach.
This life may be a vale of tears,
A sad and dreary thing—
Three words, and trouble disappears
And birds begin to sing.
Three words, and all the roses bloom,
The sun begins to shine;
Three words will dissipate the gloom
And water turn to wine.
Three words will cheer the saddest day—
"I love you?" Wrong, by heck!
It is another, sweeter phrase,
"Enclosed find check."

It doesn't cost a cent to agree with a customer. To disagree often costs a sale.

MIDDLEBORO NEWS

The Wadco wants news?
Well, just this I know,
That Sarah so soon has
Captured a beau.
They meet on the stairs
At the hour of noon
And heedless of traffic
Continue to spoon.

My country, 'tis of thee,
Land of grape juice and tea,
Of thee, I sing;
Land where we all have tried,
To break the law and lied;
From every mountain side
The bootlegs spring.

My native country thee,
Land of home breweries,
Thy brew I love.
I love thy booze that thrills,
And thy illicit stills,
Thy moonshine runs in rills,
From high above.
"It was a song of the rejoicing."

The "Bootlegger's Anthem" has been made a part of the Congressional Record by Senator Stanley of Kentucky. He has no claim to authorship, saying the following verses were sent to him.—Francis Penniman.

A LITTLE WISDOM

The cost of civility is—nothing.
Creditors have better memories than debtors.
He who courts needless danger is more fool than hero.
It is a good habit now and again to examine your habits.
If you give no occasion for suspicion no suspicion will arise.
The best advice is not the most pleasant but the most useful.
If you want good friends all the year get some good books.
He who makes it his law to do what he likes will not always like what he has done.
Tact is as much not saying the right thing at the wrong time as in saying the right thing at the right time.

Pete: "Indeed, you've a fine house here, Pat, but it's full of rats. They are all over the place. Why don't you do something for them—get 'em some rat biscuits?"

Pat: "To hell with 'em! If they don't like what I eat they can get out."

"TOAST TO LAUGHTER"

Here's to laughter, the sunshine of the soul, the happiness of the heart, the leaven of youth, the privilege of purity, the echo of innocence, the treasure of the humble, the wealth of the poor,the bread of the cup of pleasure; it dispels dejection, banishes blues, and mangles melancholy, for it's the foe of woe, the destroyer of depression, the enemy of grief; it is what kings envy in peasants, plutocrats envy in the poor, the guilty envy in the innocent; it's the sheen on the silver of smiles, the glint of the gold of gladness; without it humor would be dumb, wit would wither, dimples would disappear and smiles would shrivel, for it's the glow of a clean conscience, the voice of a pure soul, the birth-cry of mirth, the swan-song of sadness.—Laugh.

Stamp Room.

Ed. Herlin, the popular engraver of Dept. A, was out last week suffering from blood poison in his hand.

Another flivver added to the Ford harem in the factory parking space. This time its the Editor's.

Pearl Cote's favorite song, "All by Myself."

Paul B. of the Unsoldered Mesh Dept. is some He-Vamp.

Gertrude Littlefield: For goodness sake, shut the window.

Now, Annie McC., tell us all about the party that went to see "Over the Hills."

Some of the girls in the factory are thinking of buying a whistle for the traffic cop. What say you, Archie?

Mrs. Casey's patent wringer, you remember us mentioning it in the last issue of the Wadco, well, they have found the contraption in use on Mr. Sweet's Ford Coupe.

Why not use a spy glass, Balanche, when looking over the Tool Room? Less hard on your eyes, you know. Some Male Harem there, we'll say.

Josie Jedlinski: Its funny what twenty cents worth of toothache drops and a beau will do for a toothache.

TWO GOOD OFFERS

"I put an ad in the paper asking for a wife."

"Any answers?"

"Any? The first day I got 400, and two from men asking me to take theirs."

Governor Carver named our State from the tribe of Indians found around the Bay. Hence, Massachusetts.

If Phoebe Havey wrote news items for the Wadco the way she makes change, they would add up so quickly there there would be no space left for the other associate editors.

Our poor little Rhea La Roche (160 lbs.) is on a diet and she never ate so much in her life.

Since Tutie won a movie machine, why worry? Let's all go up to Tutie's.

Mildred Miller: Always singing the song, "My Man."

Soldered Mesh girls believe their Bill Sweet the most popular man around. For all one can hear the day through is "Bill, come over here", or "you are wanted over there," and then for accompaniment. "Oh, Bill, you're wanted on the phone.". (Ed. Note: There's no harm in Bill.)

Now that eggs are scarce, it is suggested that Dick Berkley bring in a few. We understand that his Rhode Island Reds are doing well.

Well, well, one more Benoit in the Mesh Dept. soon. Arthur, Jr., born Nov. 10th and doing well.

Arthur Plante, the well known automobilist, has gone into real estate, and wishes it known that he has a tenement vacant. We hear the last tenant didn't pay enough to keep Arthur in gas.

Mildred Miller cannot wait to have the rice thrown at her at the proper time. She has to have a little before hand.

Rhea & Josephine have been observed around the P. O. at noon lately. Is it the Green team, white horse, or the driver, that interests?

AN EPITAPH

Here rest the bones of Oswald Blame,
He went out with a strange blonde dame;
He knew his wife had left for Maine
How could he know she'd missed the train?

We are pleased to state that an extra car is now being run for W. & D. employees in the morning. Thank you, Mr. Hunnewell.

BOWLING

The Bowling League started off last week with a bang. Six teams have organized, with averages as nearly alike as possible, so as to make the race as even as the vice-president's temper. The management of the alleys has promised us $30.00 for prize money providing we finish out our schedule. This means that we will be able not only to provide a prize for the winning team, but we shall offer prizes for the high single, booby single, etc. Interest is high and the closeness of the first two matches indicate a banner season. It now remains for the girls to organize

The scores of the first two matches:

TEAM 4

Barrows,	86	90	103	279
Jeanneau,	94	83	110	287
Clontier,	96	84	85	265
Paquin,	78	70	80	228
Kershaw,	77	77	78	232
	431	404	456	1291

TEAM 1

Rabitaille,	93	93	84	270
Fawcett,	96	83	114	293
Hatch,	81	76	75	232
Pickering,	78	93	85	256
Tyczkowski,	75	89	70	234
	423	434	428	1285

Fawcett's score of 114 was high single on his three string total of 293 out-distanced everyone.

TEAM 5

Osterholm,	76	87	97	260
Meigan,	83	73	79	235
Crotty,	94	86	79	259
Rice,	81	79	71	231
Manchester,	74	103	90	267
	408	428	416	1252

TEAM 2

Cheever,	81	77	82	240
Waldron,	88	103	84	275
Hemmingsen,	64	71	86	221
Jacques,	63	89	80	232
Saavage,	104	79	82	255
	400	419	414	1233